

# Advancing the Maternal & Child Health VISION

february 9-12 washington, dc  
2013 AMCHP ANNUAL CONFERENCE



ASSOCIATION OF MATERNAL & CHILD HEALTH PROGRAMS

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# Putting the W in MCH

Sarah Verbiest, DrPH, MSW, MPH

Executive Director, UNC Center for Maternal and Infant Health

CDC Advisor Consultant to the National Preconception Health & Health Care Initiative

Director, Every Woman Southeast Coalition

# MCH is all about moms and babies.



# The Focus





# What about everyone else?



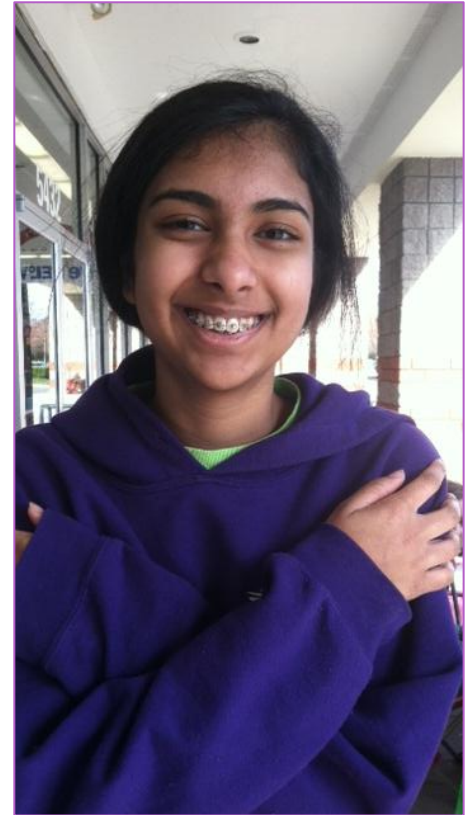
# Preconception, the Word

The  
word  
that can  
be  
bigger  
than you  
think



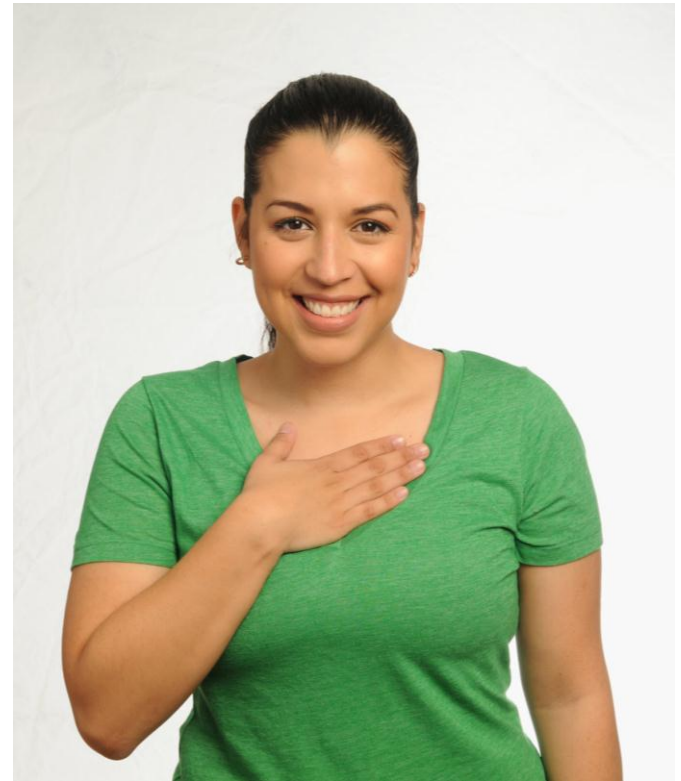


# Women's Wellness



# Women's Wellness

- **Women** think about health in a holistic way - mind, body, spirit and relationships
- We need to support **women** through all their many roles and transformations



# Women's Health is Primary Prevention

## Support and Intervene Now

- Build emotional IQ
- Address trauma / mental health
- Support healthy living
- Medical homes
- School/job support
- Reproductive life planning

## Many Benefits Now and Later

- ↓ Chronic Disease
- ↓ Unintended Pregnancy
- ↑ Economic Productivity
- ↑ Happiness
- ↑ Birth Outcomes



# What can you do?

Making  
Change  
Happen



# Join The Initiative

- The National Initiative on Preconception Health and Health Care (PCHHC) is a public-private partnership comprised of a steering committee and five workgroups:
  - Consumer
  - Clinical
  - Public Health
  - Research and Surveillance
  - Policy and Finance



# Integration

Mental  
Health

Services  
for special  
needs

Adolescent Pregnancy  
Prevention

Prenatal Care  
Family Planning

STI and HIV Prevention  
Immunizations

Daycare  
Parenting Support

Housing  
Job Training

Early Childhood Education  
Community Colleges

Chronic Disease  
Faith-based Communities

WIC Nutrition  
Domestic Violence Services

Tobacco Control  
Substance Abuse Prevention

Foundation for Women's Wellness  
Across her life course

# Preconception Health - The Connector

- ❑ Links chronic disease and MCH
- ❑ Lifecourse & Social Determinants
- ❑ Links adolescent health to women's wellness
- ❑ Creates a space for men
- ❑ Links family planning to MCH
- ❑ **Creates an opportunity for MCH to model collaboration and collective impact!**



# Support Clinicians

Watch for the new online tool kit coming this summer.

Learn about it.

Share it with the providers you know.



[www.beforeandbeyond.org](http://www.beforeandbeyond.org)

# Maximize the ACA

- Important opportunity to promote women's wellness in the context of the new HHS guidelines
  - ▣ Learn the overall scope of preventive services covered without cost sharing.
  - ▣ Learn what a “grandfathered plan” is and educate others.
  - ▣ Encourage all health plans that cover large numbers of women in your state or community to promote the benefits and inform their enrollees
  - ▣ Provide information to consumers
  - ▣ Encourage adoption of these guidelines in Medicaid





# Build Public Health Practice

- Evaluate your programs
- Add them to the Resource Center
- Send them to the AMCHP Innovation Station

CDC Home  
**CDC** Centers for Disease Control and Prevention  
CDC 24/7: Saving Lives. Protecting People.™

A-Z Index [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#) <#>

## Preconception Care and Health Care

**Preconception Home**

- Overview
- Planning for Pregnancy
- Women
- Men
- Reproductive Life Plan
- Health Professionals
- Resource Center**
- Health Education
- Clinical
- Policies
- State and Local
- Articles and Documents
- Show Your Love Campaign Materials

**Information For...**

- Media
- Policy Makers

[CDC Homepage > Preconception Home](#)

[Recommend](#) 21 [Tweet](#) 6 [Share](#)

## Resource Center

The Preconception Health and Health Care Resource Center (the Resource Center) is a comprehensive web directory of hyperlinks to tools and resources designed to advance the health of men and women of reproductive age.

Materials and strategies are grouped into four categories:

- [Health Education Materials for Women and Men »](#)
- [Clinical Strategies & Model Programs »](#)
- [Policy Strategies & Resources »](#)
- [State and Local Strategies & Model Programs »](#)

Resource Center users should expect to:

- Increase their awareness and knowledge of evidence-based preconception health and health care resources;
- Identify examples of how to promote preconception health and health care, and integrate it into public health practice; and
- Identify, address, and prevent risk factors that might affect future pregnancies.



Preconception Resource Center

[cdc.gov/preconception/freematerials.html](https://cdc.gov/preconception/freematerials.html)

# Monitor Impact

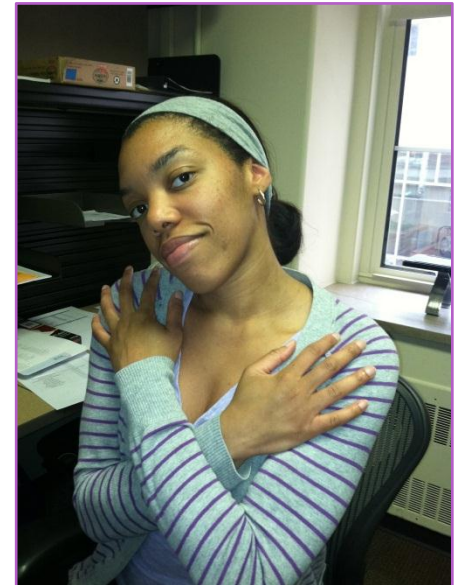
- Use the Preconception Health Indicators
- Use indicators from other fields (e.g. chronic disease)
- Publish women's health report cards
- Life course indicators on the way





# Show Your Love

- ▣ Women are nurturing, juggling many things and caring for others
- ▣ Women need to love themselves by taking care of their health
- ▣ Good health can help a woman achieve her goals and dreams
- ▣ Women can show love to their future baby by loving themselves now



# Show Your Love

- Campaign to launch Valentine's Day 2013
- Visit [www.cdc.gov/showyourlove](http://www.cdc.gov/showyourlove) or [www.cdc.gov/quierete](http://www.cdc.gov/quierete) for more information!

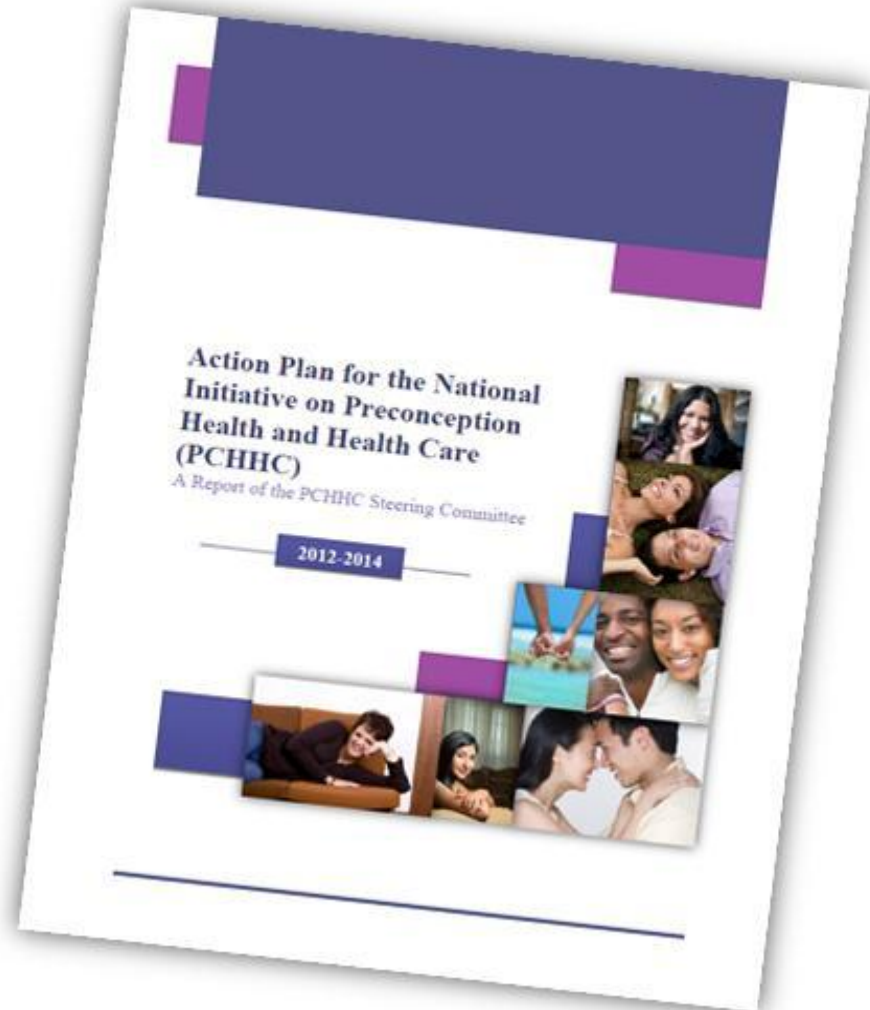


# National Strategic Plan

## Just Released

[cdc.gov/preconception](http://cdc.gov/preconception)

Don't forget the 2006  
recommendations and  
objectives!



# Preconception Initiative Newsletter

- Send an email to [pchhcnews@gmail.com](mailto:pchhcnews@gmail.com) with Subscribe as the subject line
- Subscribe by February 13 to receive the Special Show Your Love Issue on Valentine's Day



## PCHHC Newsletter

February 2013

This Valentine's Day, we are very excited to present **Show Your Love**, a new social marketing campaign to increase awareness of the importance of preconception health behaviors and health care services. Keep reading for details on the campaign, partners, and how to get involved!



### Social Marketing for Preconception Health

Social Marketing is an evidence-based approach for developing appealing messages, strategies, and interventions to promote behavior change. It is an ideal method to create an engaging and memorable consumer-oriented identity for Preconception Health and Health Care, allowing partners to use and share the brand. The Show Your Love campaign is the product of extensive market research and concept development and testing.



#### In This Issue

[Social Marketing](#)  
[About Show Your Love](#)  
[How to Get Involved](#)





# A Woman's Health is Her Capital

Harriett Beacher Stowe



# Thank you!



every woman southeast

[www.everywomansoutheast.org](http://www.everywomansoutheast.org)



# Putting the W in MCH

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# Harnessing the Power of Mobile for Maternal & Child Health



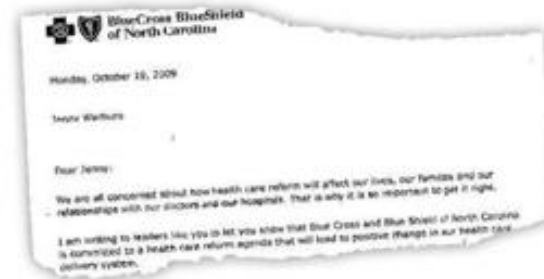


# Changing Health Care System

The current tools used for patient engagement are either:

1. Too expensive to scale
2. Not effective

The U.S. health care system cannot improve health and reduce costs without **engaging individuals in managing their health.**



# Why Go Mobile?

US Mobile Penetration = 104% of populous



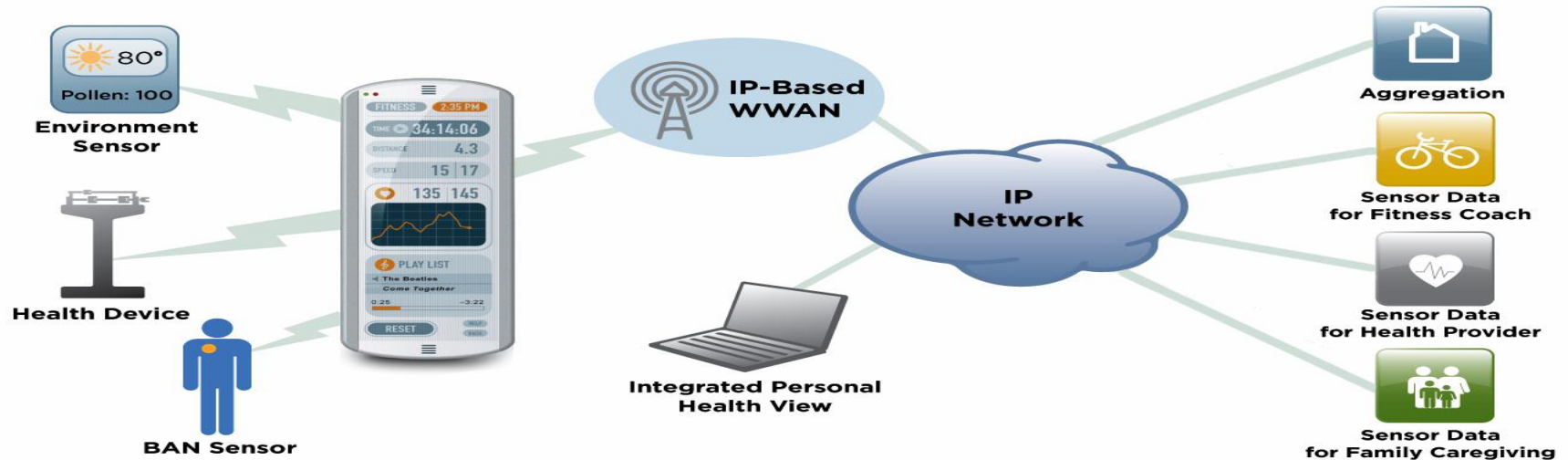
US Population = 313.8M  
US Mobile Penetration = 331M

# Changing Health Delivery System

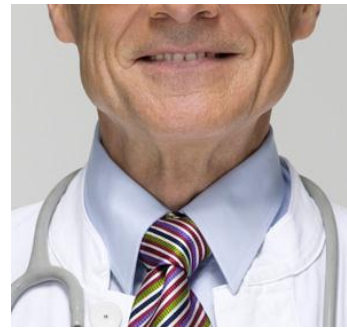
## Mobile + Health = mHealth

- mHealth is the use of mobile and wireless devices to improve health outcomes, healthcare services and health research.”

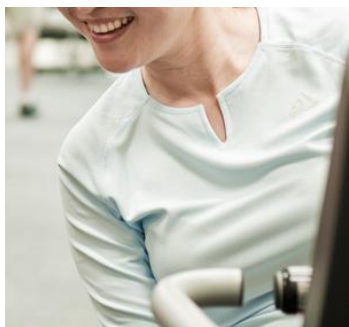
- *NIH Consensus Group*







# Mobile Services Are Becoming the Center of Life



# Changes in Maternal and Child Health

## Obstetrics Yesterday





# Obstetrics Today



GE Healthcare



MobiSante



# Changing Habits

- Average person looks at phone once/6.4 minutes or 150x/day.
- 87% of adults age 18-29 in the U.S. have cell phones.
- 72% of adults with cell phones send and receive text messages.
- 99% of text messages are read.
- 90% are read within 3 minutes.



# Text Messaging in Key Populations

- 87% of African Americans and English-speaking Hispanics own cell phone (vs. 80% of Whites).
- Adult female texters send/receive 15 texts per day vs. men @ 10.
- 79% of Medicaid recipients text.
- People of color more likely to text than white counterparts.
- Low-income Americans text more than higher-income.

Source: Amanda Lenhart. *Cell Phones and American Adults*. Washington, DC: Pew Research Center; 2010

**Figure 11: Text message usage by insurance type**



Source: PricewaterhouseCoopers  
HRI Consumer Survey, 2010





# Role of Text Messaging

**Televox study showed text, voicemail or email:**

- 87% said more helpful, than in-person conversations with healthcare provider.
- 30% said increased feelings of trust in their provider.
- 51% felt more valued as a patient
- 35% said improved their opinion of their provider
- 34% reported feeling more certain about visiting that healthcare provider again.



*- Televox, Technology Beyond the Exam Room How Digital Media is Helping Doctors Deliver the Highest Level of Care. October 2012*



Positive outcomes in 13 of 14 studies of behavior change interventions.

— Fjeldsoe, Brianna, Marshall, Alison and Miller, Yvette: *American Journal of Preventative Medicine*, 2009, Vol. 36.

Diabetes

Smoking Cessation

Weight Loss

# How Text4baby Works



Mom texts  
BABY/BEBE to  
511411



Mom gives due  
date/DOB & zip code



Mom gets free tips  
3x/week throughout  
pregnancy & until  
baby's 1<sup>st</sup> bday... And  
more

# Messages on Critical Issues



- Smoking Cessation
- Breast Feeding
- Health Care Access
- Diabetes
- Nutrition
- Oral Health
- Immunization
- Prenatal Care
- Disabilities
- Family Planning
- HIV/AIDS Prevention
- Violence Prevention
- Physical Activity
- Safety & Injury Prevention
- Mental Health
- Substance Abuse Prevention
- Developmental Milestone
- Labor & Delivery
- Car Seat Safety
- Safe Sleep
- Exercise



## Federal Agencies



## State & Local Health & Medicaid Agencies representing all 50 states, DC, & US territories



## 97 Health Plans



## 64 National Health Orgs

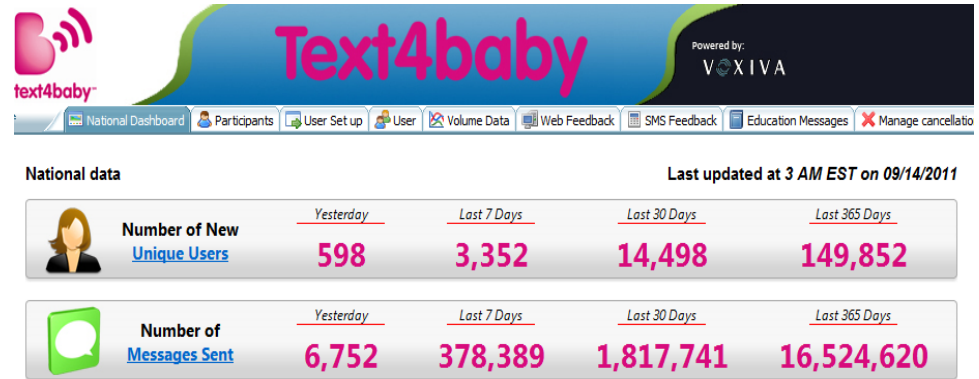


## 125 Hospital Networks



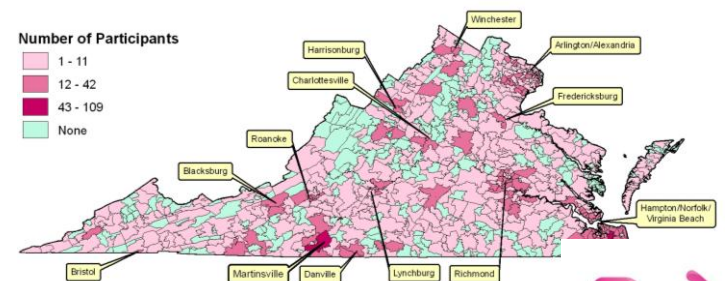
## Media





- HMHB and Partners have access to special data portal to view enrollment by zip code.
- Routine analysis.
- Real-time understanding of effective promotional strategies and engagement.

text4baby Enrollment by Zip Code  
Virginia Feb-Aug 2010



# Data Analysis

- **Early in their pregnancy:** 47% of pregnancy enroll in first trimester.
- **Women in high-poverty areas:** Higher percentage live in zip codes with highest levels of poverty compared to overall U.S. distribution.
- Nearly half of users in CSUSM/UCSD evaluation reported **household income was \$20,000 or less.**
- Referred:
  - **50% Health Service Provider** (23% Doctor/Nurse; 16% Health Department; 12% Health Plan)
  - **Over 30% Media** (23% TV/Radio/Newspaper and 8% Online)
  - **9% Friend/Family**
  - **9% WIC, Head Start, Social Services, and Other**



# External Results

## UC San Diego & National Latino Research Center Final Evaluation Results(N=625)

**65%**

Helped them remember an appointment or immunization

**74%**

Messages informed them of medical warning signs they didn't know

**67%**

Talked to doctor about message

**40%**

Called a service or phone number

**50%**

...of participants *without* health insurance reported calling a service number

## Alliance of Chicago Community Health Services

**11% vs. 17%**

A lower percentage of missed appointments (n=917) vs. non-users (n =1647)\*

\*Note: This outcome was not the result of a research study

- **3X times more likely to believe that they were prepared to be new mothers** (N=123).
- Significant improvement of attitudes toward **alcohol consumption** among mothers with HS education or more.
- Approaching significant ( $p < .10$ ) improvement: Attitudes among mothers with a HS education or >:
  - **Fruit/vegetable consumption**
  - **Taking prenatal vitamins**
  - **Effects of smoking**
  - **Importance of visiting health care provider**



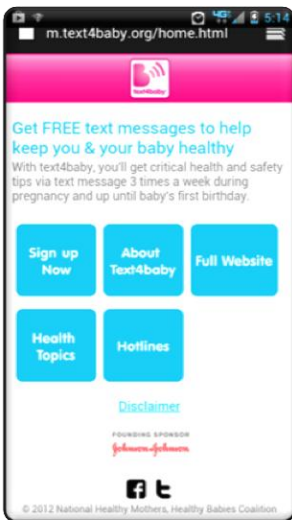
# External Evaluations

- **National Latino Research Center:** Survey San Diego
- **George Washington University:** Pre/post survey Fairfax County, Virginia - completed
- **Emory University:** Pre/post survey WIC recipients Atlanta, GA
- **Dept. of Defense TATRC - Madigan Army Medical Center/George Washington University:** Randomized control trial behavior and knowledge change
- **HHS – Mathematica Policy Research:** Behavior and knowledge change, 4 communities
- **University of Maryland School of Public Health, Center for Health Literacy:** Assess receptivity to messages and analysis of alignment with health communication theories

# Text4baby Message Enhancement



- 267 Messages
  - 68 with phone
  - 15 reminders
  - Medical Content Council
- Messages address range of:
  - Early Periodic Screening, Diagnosis, and Treatment (EPSDT) requirements
  - Healthcare Effectiveness Data and Information Set (HEDIS) outcome measures (e.g. pre- & postnatal visits, flu and pneumonia immunizations)
  - CHIPRA Quality Measures
- Mobile web site and resources
  - 123 links with major medical associat
    - 45 to videos



## Text4baby Alert Moms of Urgent Health News, Recalls, Outbreaks, etc.

- Tylenol recall, May 2010
- Pertussis outbreak CA (CDC), July 2010
- Similac formula recall, September 2010
- Sleep positioners warning (FDA), October 2010
- New car safety seat guidelines (AAP), March 2011
- Deadly hot cars (Safe Kids), July 2011
- Benzocaine warning (FDA), August 2011
- Window falls prevention (AAP & CDC), September 2011
- Warning about crib bumpers (AAP & CDC), October 2011
- Carbon monoxide poisoning (CT & MA) in response to power outages, November 2011
- Warning about button batteries (Safe Kids), December 2011
- CMS enrollment (CMS), February 2012
- Medicine safety (CDC), March 2012
- Pertussis - 7 states (CDC), April 2012 and 44 states (CDC), June 2012
- Hurricane Sandy Refrigerated Food – 12 states, November 2012

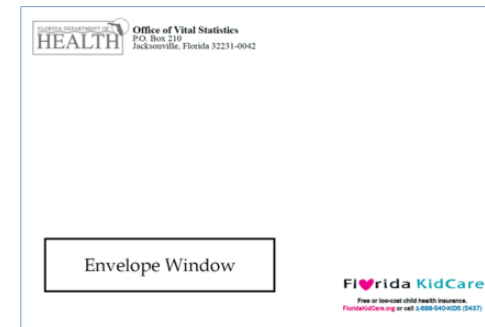
- 9 - LIKE when they find a message helpful
- 7 - MORE to get additional information
- 2 - Feedback surveys about service
- 2 - Quizzes (Food safety/pregnancy & Car seat safety/infancy)
- 3 - Modules
  - Flu: 30.5% responded
  - Health insurance status and Medicaid enrollment
  - Vaccination (California and Nevada)
- WIC appointment reminders: Of 8144 surveyed, 92.5% own cell phones and 93.6% are texting
- 11 - to text4baby website and Facebook



# Institutionalizing Text4baby

## Incorporate t4b in outreach and enrollment materials and communications:

- Virginia FAMIS - Welcome letters to new moms & back of biz cards.
- Idaho Dept of Health and Welfare & Medicaid – Mailing to pregnant Medicaid recipients. 1427% increase. Every 6 mos.
- Florida Covering Kids & Families and Office of Vital Statistics - More than 90,000 letters about health insurance with t4b on envelopes.
- NYC Dept of Health & Mental Hygiene with Dept. of Vital Statistics - Buck slip in every birth certificate mailing





## Integrate t4b enrollment into intake and Electronic Forms:

- San Diego County - Enrollment link on One-e-App for health, social and support services.
- Oklahoma Health Care Authority - Adding link on online SoonerCare application and electronic newborn enrollment form used in hospitals to enroll infants in Medicaid.
- Louisiana Health Assessment Referral and Treatment (LaHART) – Opt-in check box on web screening tool for Medicaid-eligible
- Express Lane Eligibility, Electronic health Records, Health Insurance Exchanges.....



# 50 Billion Connected Devices By 2020

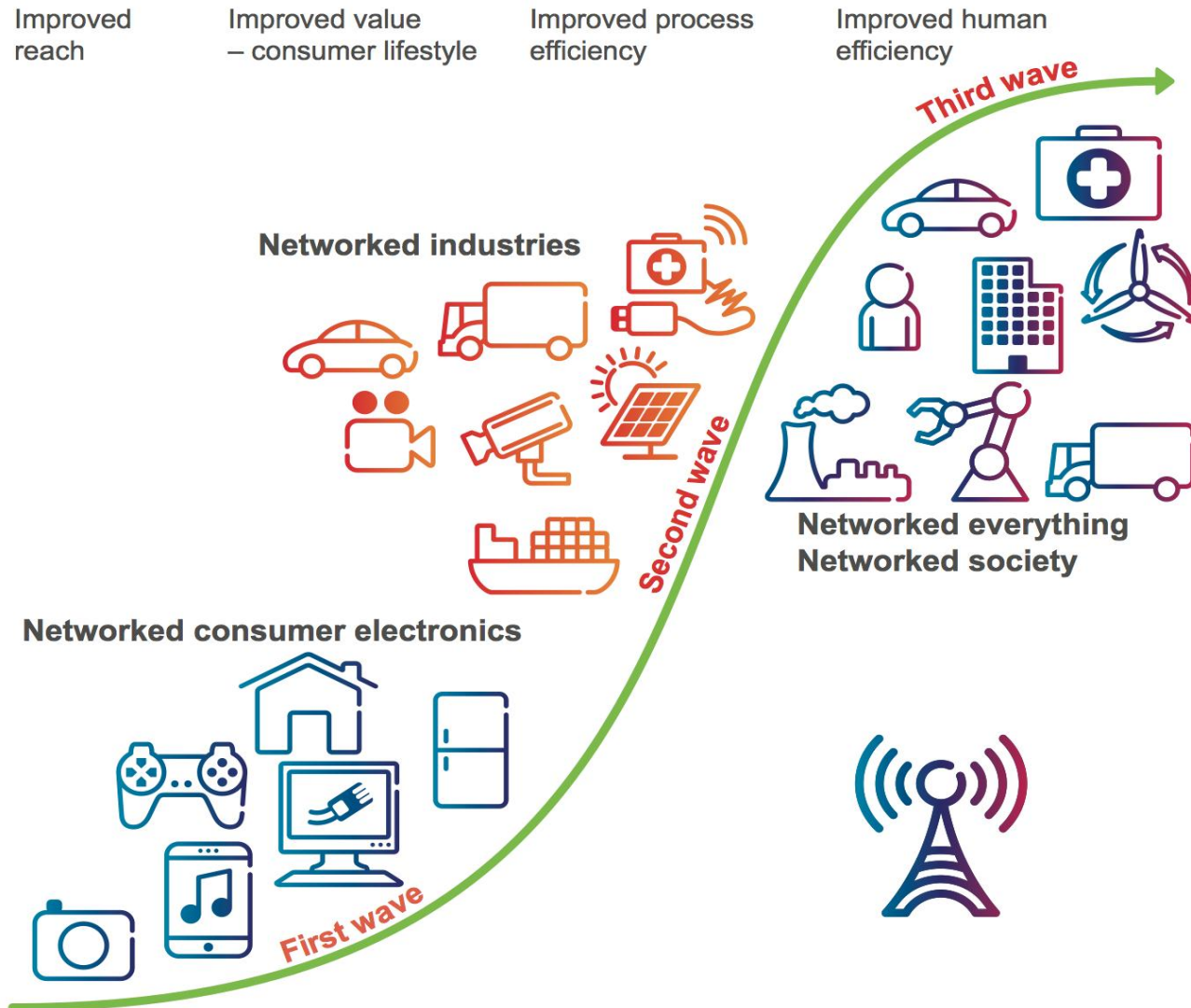


Figure 2. The three waves of connected device development.

Source: <http://www.ericsson.com/res/docs/whitepapers/wp-50-billions.pdf>



## What You Can Do

1. Support and talk moms through the sign-up process.
2. Post and hand out free text4baby materials to clients.
3. Become a text4baby partner by emailing [info@text4baby.org](mailto:info@text4baby.org)

# THANK YOU!

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